

# **EAST AYRSHIRE COUNCIL**

## **POLICY & RESOURCES COMMITTEE – 30 NOVEMBER 2000**

### **EAST AYRSHIRE ZERO TOLERANCE GROUP REPORT**

#### **Report by Director of Educational & Social Services**

#### **1. PURPOSE OF REPORT**

- 1.1 The purpose of the report is to provide Members of the Policy & Resources Committee with information in relation to the progress of the Zero Tolerance Group within East Ayrshire, and to seek approval for the continuation of the affiliation fee to Zero Tolerance Charitable Trust.

#### **2. BACKGROUND**

- 2.1 At a meeting of the Council's Policy & Resources Committee on 24 April 1997, it was agreed that East Ayrshire Council would affiliate to the Zero Tolerance Charitable Trust. The Trust has recently revised their affiliation arrangements and rates with Local Authorities to £1,500. The Zero Tolerance Charitable Trust provides the East Ayrshire Group with advice, information and support on the implementation of local campaigns. Zero Tolerance Trading Limited, the publicity arm of the Trust, provides affiliated groups with campaign packages such as posters, leaflets and car stickers.

#### **3. EAST AYRSHIRE ZERO TOLERANCE GROUP**

- 3.1 East Ayrshire Zero Tolerance Group was formed in May 1997. The Group is multi-agency and was chaired by the Senior Depute Director of Social Work. In the light of recent Council changes officer membership of the group will be reviewed.
- 3.2 The group has successfully co-ordinated the Zero Tolerance Justice Campaign which had three phases, each of which highlighted how crimes against women and children are dealt with within the Criminal Justice system.

#### **4. CURRENT CAMPAIGN**

- 4.1 The current Zero Tolerance Respect Campaign targets young people between the ages of fourteen and twenty one. The Respect Campaign was developed by the Zero Tolerance Charitable Trust, in response to the results from their study of young peoples attitudes to violence within relationships.

#### 4.2 The campaign seeks to:

- Raise awareness of young people on issues of consent in relationships to ensure consent
- Challenging boys and empowering girls to say no
- To dispel myths and stereo types

In doing so the campaign seeks to inform young people and to support agencies to address the issues around respect.

### 5. **CAMPAIGN LAUNCH**

5.1 The campaign was launched in East Ayrshire in November 1998 and was co-ordinated by the Public Awareness Sub Group.

5.2 A training session was organised in May 1999 by East Ayrshire Zero Tolerance Group for all guidance staff within Education. The purpose of the day was to provide staff with information on the Respect Campaign and Domestic Abuse in general.

5.3 From this, a pilot project was developed in conjunction with staff from Loudoun Academy. In consultation with the guidance staff an information awareness session on domestic abuse was developed for third year pupils as part of their programme for personal and social development. In addition to this, a session on the Respect Campaign was presented to fifth year pupils. Both information/training events were well received and positively evaluated by the pupils.

5.4 The group provided an input to the Youth Information launch in October 1999, utilising the public information material from the Zero Tolerance Trust. The group has also produced its own material for distribution, within East Ayrshire, including a leaflet and calendar.

5.5 The Respect Education Pack, piloted within Loudoun Academy is being finalised and will be issued to schools and youth workers.

5.6 The Public Awareness Sub Group co-ordinated the drama production: "To have And To Hold" by Baldybane Theatre Company. The play toured 7 of the 9 secondary schools with an evening performance for youth and community groups, during the month of October. This drama production was positively received and evaluated by a total of 1800 young people who attended the 8 performances. The production was financed from a combination of SIP Challenge Fund and National Lotteries Charities Board.

### 6. **FUTURE DEVELOPMENTS**

6.1 Service Audit Sub Group have circulated their questionnaire to women currently residing in refuges, to assess their views on service provision to women who experience domestic abuse. This information will be collated and circulated to service providers for their consideration.

- 6.2** East Ayrshire Zero Tolerance Group has contributed to the consultation exercise by the Scottish Executive on the draft strategy to tackle domestic abuse. The draft strategy highlights the need to co-ordinate the work on domestic abuse, through a Multi-Agency Forum. There is a need to review the scope for a Domestic Abuse Multi-Agency Forum in East Ayrshire.
- 6.3** To facilitate the strategy the Scottish Executive set up the Domestic Abuse Service Development Fund, to promote multi-agency working on domestic abuse. East Ayrshire Women's Aid (Kilmarnock) were successful in securing £22,500 for a Domestic Abuse Training Worker. This sum is match funded through collaboration with East Ayrshire Council, Ayrshire & Arran Health Board and Lloyds TSB.
- 6.4** A number of training initiatives have been planned including Domestic Abuse/Awareness and Respect campaign training with Loudoun Academy for 6<sup>th</sup> year pupils; respect campaign training/briefing session to youth workers scheduled for January 2001 and Domestic Abuse awareness training to Health Board staff.
- 6.5** Respect Challenge was implemented by Zero Tolerance Charitable Trust in September 1999. The Campaign seeks to consolidate the respect campaign with young people by addressing a specific strategy for politicians, policy makers, practitioners, young people and the public.
- 6.6** The Prevention Strategy encourages the promotion of innovative policy and practice which will commit people to work for the prevention of violence against women and children and tackle the most causes of violence.
- 6.7** As part of the affiliation fee, East Ayrshire Zero Tolerance Group has received Four CD ROM's on the theme of Respect. The CD ROM's are a useful education tool for discussion with young people. The group have planned the distribution of the material within a number of youth settings.

## **7. FINANCIAL IMPLICATIONS**

- 7.1** The revised cost of the affiliation fee to East Ayrshire Council is £1,500 (previously £4,000). In addition it is requested from East Ayrshire Zero Tolerance Group to continue their work (see Appendix 1).

## **8. POLICY/LEGAL IMPLICATIONS**

- 8.1** Nil

## **9. CONCLUSION**

**9.1** It is considered that East Ayrshire Zero Tolerance Group has continued to build on the success of the public education campaign work. In addition, the group has initiated training opportunities in support of Education and Social Services staff, to enable them to address the issues around domestic abuse.

## **10. RECOMMENDATIONS**

**10.1** It is recommended that the Members of the Policy & Resources Committee:

- (i) agree to continue to support Zero Tolerance Charitable Trust and East Ayrshire Zero Tolerance Group;
- (ii) agree to pay the affiliation free of £1,500 for 2000/2001 to Zero Tolerance Charitable Trust; and
- (iii) otherwise note the content of the report.

Fiona Lees  
Director of Corporate Resources

FL/SB  
13 November 2000

### **LIST OF BACKGROUND PAPERS**

Nil

Members wishing further information should contact Kay Gilmour, Head of Community Support, Tel: (01563) 576104 or Margaret Phelps, Service Officer, Development, Tel: (01563) 572757.

## EAST AYRSHIRE ZERO TOLERANCE GROUP

CALENDAR OF EVENTS

<b>MAY 1997</b>	Initial meeting of Multi-Agency partners. Formation of East Ayrshire Zero Tolerance Steering Group.
<b>JUNE 1997</b>	Funding agreed for affiliation to Zero Tolerance Charitable Trust and (£4,000 annually) with annual report to East Ayrshire Policy & Resources Committee for continued funding (local group allocated £2,500 97/98, 98/99 £1,000)
<b>SEPTEMBER 1997</b>	Affiliated to Zero Tolerance Charitable Trust
<b>NOVEMBER 1998</b>	JUSTICE Campaign launched in Kilmarnock and Cumnock, publicity display and publicising of JUSTICE pledge with Leader of the Council.
<b>NOVEMBER TO JANUARY 1998</b>	Distribution of publicity material and JUSTICE pledge to East Ayrshire Council, AAHB, Community Centres and voluntary organisations.
<b>MARCH 1998</b>	Women's Working launch to coincide with International Women's Day and promote JUSTICE campaign.
<b>MAY 1998</b>	Child Sexual Abuse poster launched at Dick Institute with tour of dispatch books, throughout libraries in East Ayrshire.
<b>OCTOBER 1998</b>	Final poster: Domestic Violence launched with newsletter highlighting response and findings of JUSTICE CAMPAIGN.
<b>25 NOVEMBER 1998</b>	RESPECT campaign – convenience advertising plus mass media campaign targeting young people, launched.
<b>APRIL 1999</b>	Teaming of Education Department guidance staff on Zero Tolerance and RESPECT campaign.
<b>MAY 1999</b>	Service Audit Sub Group formed.
<b>JUNE 1999</b>	Meeting with guidance staff to develop pilot project in Loudoun Academy.
<b>AUGUST 1999</b>	Participation in Sexual health conference and launch of second poster – A Kiss is Just A Kiss.
<b>SEPTEMBER 1999</b>	East Ayrshire Zero Tolerance Group constituted. Questionnaire Service Audit produced and distributed.
<b>OCTOBER 1999</b>	Youth lunch to promote RESPECT campaign with voluntary and statutory youth groups and workers.
<b>NOVEMBER 1999</b>	RESPECT pilot launched in Loudoun Academy. Domestic abuse session within 3 <sup>rd</sup> year pupils, personnel social Educational Unit, RESPECT campaign presentation to 6 <sup>th</sup> year pupils.
<b>DECEMBER 1999 – JANUARY 2000</b>	RESPECT campaign designed, produced and circulated to Youth Groups and pupils.
<b>MARCH 2000</b>	Launch of project CD ROM.
<b>JUNE 2000</b>	Commissioned theatre production.
<b>OCTOBER 2000</b>	Theatre production "To Have And To Hold".

## AGENDA